

I'm writing to express my opinion regarding the SHVIA. As a rural consumer (Greeneville, TN), I strongly believe that there are two major reasons that Greeneville and Greene County should be included as one of the communities that should receive significantly viewed signals through DirectTV/Dish Network. First, our local cable provider, Adelphia, is allowed to broadcast the Knoxville, TN ABC and NBC feeds and the Asheville, NC ABC feed because of the significantly viewed regulations that have been authorized for cable companies. Whatever cable is allowed to do, satellite should be allowed to do; the playing field should be level regardless of the lobbying efforts of the National Association of Broadcasters.

Second, we rural customers are already at a natural disadvantage in accessing significantly viewed network signals. Given the distance that significantly viewed DMA's are from Greeneville, signal strengths are naturally weak. For instance, although I have a large, professionally mounted outdoor antenna, the picture quality of Knoxville and Asheville feeds is poor. Thus, rural locations end up being unfairly penalized because of the distance factor. In contrast, having grown up in Akron, Ohio, the local cable company there (Warner Cable) was allowed to broadcast Akron, Cleveland, and for a while, Youngstown network station feeds because of the significantly view standards for cable. We rural customers who can only supplement our DBS feeds through antennas do not have access to such content.

In summary, it is my hope that you will keep the best interest of rural consumers in mind as you clarify significantly viewed areas. Again, please add Greeneville in the list eligible for significantly viewed signals.

Thank you for your time and consideration of my point of view in this issue.

Sincerely,
George Tvardy
Greeneville, TN

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